U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

July 2002

OZ IT

Australian IT Bulletin

U.S. Commercial Service, Australia

Welcome

Inside this Issue

To the Australian IT Bulletin

This monthly publication contains useful business intelligence on the Australian IT market.

In this issue, you'll find information on:

- Upcoming trade shows,
- Overview of Broadband Uptake,
- Happenings in the Local Market,
- Big CRM Review,
- and much, much more!

For further information on the articles in this publication or on any aspect of the Australian IT market, please contact
Duncan Archibald, Commercial Specialist, IT
Duncan.archibald@mail.doc.gov
Tel: 61 2 9373 9212
Fax: 61 2 9221 0573
www.buyusa.gov/australia/

Wages in IT Employment in Oz

The following Results are Average Packages only

Sales & Marketing	US$80,000
General Management	US$80,000
R&D	US$60,000
Consulting	US$58,000
Project Management	US$55,000
IT Management	US$58,000
Project Leader	US$49,000
Systems Management	US$42,500
Database Admin.	US$41,500
Research & Teaching	US$40,000
Analysis & Testing	US$38,500
Programmer/Analyst	US$36,500
Computer Support	US$33,500
LAN Manager	US$32,000
Teaching/training	US$31,500

Source: Australian Computer Society Remuneration Survey

CRM In Asia Pacific

Siebel Systems	33.4%
SAP	18.6%
Peoplesoft	5.9%
Oracle	3.1%
Other	39.0%

Source: Frost & Sullivan

MORE ON EXODUS FROM AUSTRALIA

Last month we reported that Exodus Communications has closed the chapter on its Australian expansion recently with the sale of its data centre located in the Sydney suburb of North Ryde to Fujitsu. It has now been reported that the second of its Sydney-based data centres in Prymont, has been sold to Computer Sciences Corporation (CSC). The remaining facility in Melbourne has not found a new operator. Meanwhile, predictive-dialing vendor, Avaya stated that it will increase it R&D staffing in Australia, to develop Voice of Internet Protocol (VOIP) software.

Market Brief

DID YOU KNOW?

According to a recent survey of 10 major carriers of broadband services by Australian Competition & Consumer Commission (ACCC)

% From July 2001 to March 2002 there was a 105 % increase in uptake of broadband services in Australia.

% ACCC found that overall, local adoption of broadband is still relatively low.

% At the end of March 2002, there were 251,500 broadband services connected across Australia.

% Over the same period, uptake of DSL increased by 206 % compared to 71 % for cable. However, there are 157,800 subscribers to cable services, compared to 85,500 DSL subscribers.

% Uptake of broadband services by business increased by 72 % over the nine-month period, to 44,400 subscribers. ADSL connection proved the most popular with 28,500 subscribers at March 2002

% Broadband uptake in the residential sector increased by 70 %. There are 146,800 subscribers of cable broadband services, and 41,000 DSL subscribers.

Swedish ERP Vendor Stitches Up BHP Deal

ERP vendor, Intentia has just been awarded a contracted valued at US$2.5 million to supply its Movex software to BHP's building products division, BHP Steel Lysaght Australia. Intentia beat JD Edwards and SAP for the coveted contract. BHP Steel Asia were implementing the same solution throughout Asia, and this was seen as a natural effort to have common systems across different regions. It is reported that there are 1220 Movex sites in the Australian market. Forty of these are in the building industry.

Logica Wins NSW Procurement Deal

UK-based Logica, which employs over 700 people in Australia has been awarded the contract to implement the NSW Government's online procurement system. The system will be the funnel through which NSW departments and agencies will purchase over US$2 billion worth of goods and services. Subcontractors on the Logica bid include Intershop, Martin Ridge & Associates, Acumen Alliance, Agent Orientated, QBT, and CCG.XM Logica's role will be to interface its system with legacy systems from SAP, Oracle, Sun, and CA.

NEW APAC ONLINE BOOKING PORTAL

A new Asia-Pacific travel portal, backed by 16 international airlines including Qantas, has just launched. It aims to be one of the biggest online travel sites for the region in a few years. The participants in the venture, known as Zuji, invested more than US$15 million and utililized advanced booking engine technology provided by travelocity.com. Other backers include: Singapore Airlines, Cathay Pacific, China Airlines, EVA Airways, Garuda Indonesia, Malaysia Airlines, Royal Brunei Airlines, and Singapore Airline's SilkAir.

The site intends to provide a range of travel products and services with access to fares from 700 airlines, 56,000 hotels, and 50 car rental companies

Online sales are expected to account for 9.4 percent of total travel spending in less than two years.

Australian Server Market, Q1, 2002

Compaq	35%
IBM	29%
Sun	15%
HP	9%
Dell	6%
Others	6%
Total Value	US$150 million
Source: IDC, July 2002	

Distributor Profiles

Networking Vendors

Digital Networks Australia Pty Ltd

Unit 13, 8 Campbell Street
Artarmon NSW 2064

Tel: 61 2 9437 5177

www.dna.com.au

Jon Bays – Business Development Manager
- Hardware

DNA is one of the leading distributors in the Australian market of networking connectivity, monitoring, management, analysis and reporting software and hardware. Some of the vendors it represents include Perle, Webtrends, Ipswitch, Network Instruments, and Castle Rock.

The company is looking to obtain a broader networking and security portfolio of products.

Contact Jon on Jonb@dna.com.au

Information Gateways Pty Ltd

828 Pacific Highway
Gordon NSW 2072
Tel 61 2 9496 9496
www.ig.com.au
Simon Maxwell - Managing Director

IG is a distributor and integrator of networking products. The company has four main areas of expertise – NT, Unix, Security and Middleware, and was the original Australian representative for Internet Security Systems (ISS). It has recently added Wildpacket's network monitoring software to its range of products it represents locally. Other

4

vendors include: Tumbleweed, Spartacom, Opalis, Microdata Group, Inc, and Brooktrout Technology.
Contact: Simon on simon@ig.com.au

Health Informatics Tenders

Minor Projects to Improve Communication in Pathology – RTF 184/0203. Department of Health & Ageing

The Department is seeking responses to undertake minor projects that utilize health and/or pathology informatics to promote the quality use of pathology. Tender documentation for this and other healthcare-related projects can be found at www.health.gov.au/tenders.htm

Information on Australian Government Tenders?

The federal government has a neat website set up with an up-to-date list of government tenders.

Go to www.tenders.gov.au

EBay Grows Strongly in Oz	
Sales Growth April 2001-2002	
	Percentage Growth
Cars & Motorbikes	2172 %
Collectables	150 %
Computers	784 %
PC Games	573 %
Consumer Electronics	288 %
Clothing & Accessories	596 %
Home & Garden	2825 %
Movies	278 %
Phones	627 %
Sport	210 %
Gross Sales 2000-2001	US$32M
Items listed 2000-2001	2.3M
Number of unique visitors in April 2002	1.7M
Source: eBay Australia	

LEADING CRM INTEGRATORS IN OZ

Dimension Data Australia Pty Ltd

Freedom Technologies

Premier Technologies

Fujitsu Australia Pty Ltd

QAD Australia Pty Ltd

CallScan

Cytrack Pty Ltd

Advanced Voice Systems Pty Ltd

ACA Pacific

Global Business Solutions Ltd

Call Processing Systems Pty Ltd

Australian Information Processing Centre Pty Ltd

Access To Business Pty Ltd

Arunta Pty Ltd

Comms Connect

Leading CRM Vendors in Oz

Access Commerce

Access to Business

Advanced User Systems

Amdocs

Applix

Avantgo

Baan

Berger Software

Blue Martini

Divine

Epicor

E.Phipany

Firstwave Technologies

Frontrange Solutions

Global Commerce Systems

Graham Technology

Great Plains

Hyperion

Infinium

Inentia

Interact Commerce

I2

Jade Software

JD Edwards

Legrand Software

The Magic Group

MicroStrategy

Navision

NCR

Onyx

Oracle

Pegasystems

Peoplesoft

Pivotal

Point Australia

Prosper CRM Solutions

QAD

Salespage Technologies

Salestech

SAP

SAS Institute

Siebel

Stay in Front

Streamline Solutions

SuperOffice

Symphosys

Xchange

Attention: We would like to know if OZ IT is useful to you. If information from this newsletter leads to a sale or signing of an agreement, please let us know! Contact duncan.archibald@mail.doc.gov

Broadband Services – Growth in Uptake from July 2001 – March 2002

By Type of Broadband Offering						Total Growth
	Cable	**Satellite**	**ADSL**	**XDSL**	**Other**	
% Growth Residential	70 %	na	116 %	625 %	Na	85 %
% Growth Business	72 %	na	217 %	230 %	100%	169 %
Total % Growth	71 %	245 %	199 %	342 %	200%	105 %

Source: ACCC Snapshot of Broadband Deployment as at 31 March 2002

Broadband Services – Adoption as of 31 March 2002

By Type of Broadband Offering and Type of Customer						Total by customer type
	Cable	**Satellite**	**ADSL**	**XDSL**	**Other**	
# of Residential Customers	146,800	5,100	38,100	2,900	Na	192,900
# of Business Customers	11,000	1,400	28,500	3,300	200	44,400
Unspecified	na	1,100	13,000	na	100	14,200
Total By Offering	157,800	7,600	79,600	6,200	300	251,500

Source: as above

Broadband Services – Rollout Coverage as of 31 March 2002

By Type of Broadband Offering					
Geographic Availability	**Cable**	**Satellite**	**ADSL**	**XDSL**	**Other**
	Melbourne	Australia-wide	All State & Territory CBDs	All State & Territory CBDs	Australia-wide
	Sydney		All State & Territory Metro Areas	All State & Territory metro areas except:	
	Brisbane – Urban		All State & Territory regional Centres except:	Penrith	
	Adelaide – Urban		Tasmania	Beaudesert	
	Perth		Northern Territory	Tasmania	
	Hobart		Limited Coverage in Western Australia	Northern Territory	
	Newcaslte				

Table Notes:

Other includes Local Multipoint Distribution System (LMDS), microwave and laser

Broadband in this context means any high speed connection greater than 200Kbits/sec. This definition excludes PSTN dial-up connections at 56K and ISDN dial-up at 64K or 128K.

Cable is a data service that is delivered to a subscriber through channels in a coaxial cable or optical fibre cable to a cable modem installed externally or internally to a subscriber's computer or television set.

Subscribe Now!

If you would like to directly receive the OZ IT Bulletin please send e-mail to duncan.archibald@mail.doc.gov

BuyUSA.com

BuyUSA brings buyers and sellers together in a powerful online environment backed by the U.S. Department of Commerce. We offer the following membership opportunities:

Free Membership
Available to U.S. suppliers and international companies

Our free membership allows you to search for companies, create online contact lists and promote your company free of charge on BuyUSA. (A brief registration process is required.)

[Register for free](#)

BuyUSA.com was created by the U.S. Commercial Service and IBM Corporation to **connect overseas business customers with U.S. manufacturers** and service providers. Our goal is to offer the full spectrum of business matchmaking and transaction at one location. From BuyUSA.com, you can gather potential leads for your company's products, arrange live or virtual meetings with interesting potential partners, shop for payment and financing alternatives, and make the final insurance and shipping arrangements.

BuyUSA.com was created with the **highest security standards** available, those of the U.S. Government. All secure information is transferred using the most modern encryption software, and sensitive information is stored behind state-of-the-art firewalls. Even BuyUSA.com has no legal access to transaction information. Only information that you wish to make public appears in the BuyUSA.com data bank.

BuyUSA.com combines cutting edge information technology from IBM, the confidence of a U.S. government service, and a worldwide network of local trade professionals to offer you an ideal e-commerce connection to the United States. Registration is free.

Your benefits:
- access online to **thousands of qualified foreign partners** 24 hours a day, 7 days a week
- access online to **a complete spectrum of matchmaking and commercial solutions**, from initial information to final delivery
- **trade professionals located in your state** who are only a phone call away, whenever you have a question or a problem
- **data security**
- confidence in using an **official U.S. Government web site,** and…

SUBSCRIPTION IS FREE!

All you have to do is simply log on to

http://www.BuyUSA.com

8